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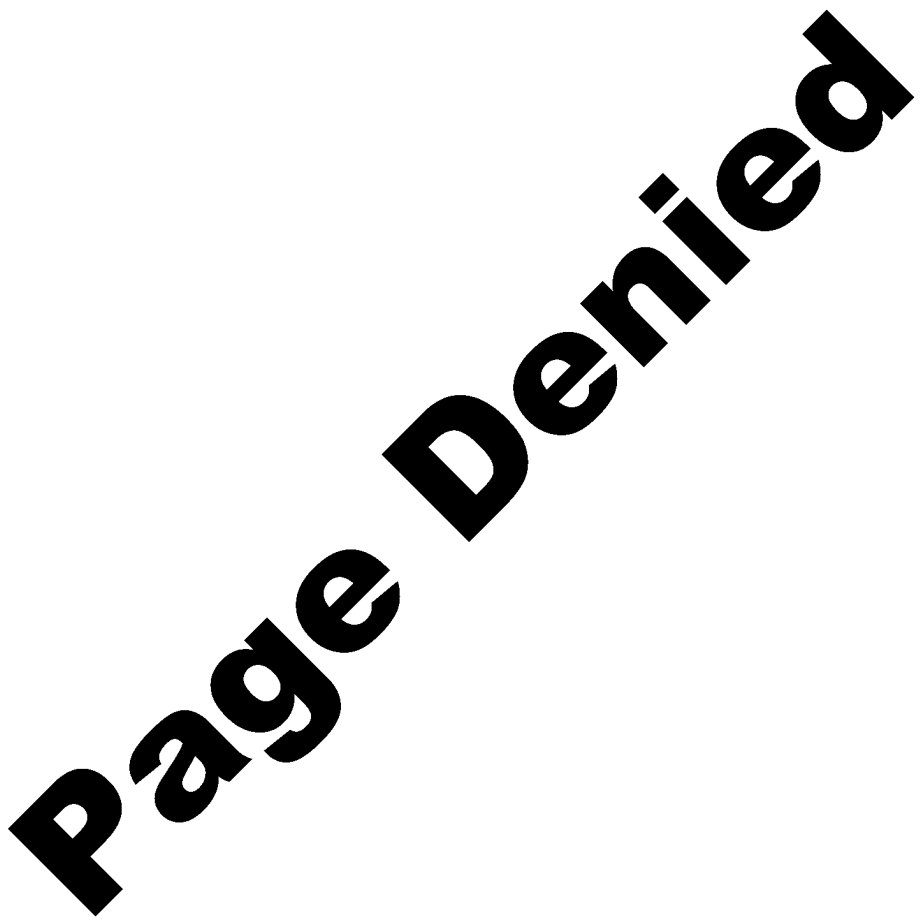

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United States Information Agency

Washington, D.C. 20547

USIA

November 4, 1983

Executive Registry
83-5362

MEMORANDUM FOR: The Honorable
William J. Casey
Director
Central Intelligence Agency

FROM: Charles Z. Wick
Director

SUBJECT: FYI: EURONET's First Transmission Successful

SUMMARY

USIA has begun a live, interactive, closed circuit, satellite TV service to Europe called EURONET. EURONET's first broadcast, on Grenada, featured the Prime Ministers of Barbados and St. Lucia and Ambassador Kirkpatrick. This memo transmits VCRs of the program for your information.

BACKGROUND

On Thursday, November 3, USIA began regular, live, satellite television programming to our embassies in Bonn, Brussels, The Hague, London and Rome. This service provides four hours a week (two hours each on Tuesdays and Thursdays) of interactive programming. Interactive means that audiences at the European end can talk back to Washington participants. This permits policymakers to discuss directly with our most important European audiences the vital issues which we now confront.

Our inaugural program featured transatlantic discussions on the situation in the eastern Caribbean. First reports indicate the program was a smashing success.

— Independent TV in Britain used eleven minutes of Ambassador Kirkpatrick and Barbadian Prime Minister Adams as the lead on the evening news service - one of the largest audiences in the U.K.

— BBC main evening TV news carried EURONET story. Our embassy in London called the program "enormously important for the interests of the post in the United Kingdom."

— The London Daily Telegraph ran a front page story on the program singling out the "hastily arranged but effective dialogue... arranged by USIA."

— In the Netherlands, NOS major evening news carried 2 - 3 minute clip, including segments on Kirkpatrick and Adams. NOS called EURONET "a major new information effort." Dutch World News Radio is also using a piece on EURONET.

— ARD and ZDF, the two German TV networks, both carried pieces based on the feed.

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Berlingske Tidende of Copenhagen quoted extensively from the program. The post reports that "the thrust of the story is overwhelming support of the U.S. from West Indian leaders, rejection of European and United Nations criticism, and emphasis on the level and nature of Cuban involvement."

I have attached to this letter three items. First, a two cassette recording of the entire program. I particularly want to call your attention to the second cassette, which contains the spirited and eloquent comments by the Caribbean Prime Ministers. Next a half hour "highlights tape" containing comments from all participants. Finally, a transcript of the complete program. If you are as impressed with the potential of this service as I am, I hope you will appear on an upcoming feed. The EURONET staff will shortly contact your office to arrange this.

Short of a personal visit, EURONET is the most effective tool we have for our opinion leaders and policymakers to reach their counterparts in Europe. We are fortunate to be able to bring it on line at this point. I encourage you to make maximum use of EURONET in these critical days.

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